

CLAIM LISTING

Claims 1-55 (cancelled).

56. (previously presented): A viewer computing unit for receiving and displaying continuous video content programs, comprising:

a memory;

a processor programmed to determine whether the video content programs are interactive;

a tuner to tune to channels carrying the video content programs; and

an Internet browser stored in the memory, the Internet browser being dynamically loadable for execution on the processor when the tuner is tuned to a channel carrying a video content program that is interactive.

57. (previously presented): A viewer computing unit as recited in claim 56, and further comprising:

an electronic programming guide (EPG) stored in the memory and executable on the processor to organize programming information, the EPG associating a target specification to a target resource with a video content program; and

the Internet browser activating the target resource when the tuner is tuned to the video content program.

Claims 58-60 (cancelled).

1 61. (previously presented): A computer-implemented method for activating
2 interactive supplemental content for a video content program upon tuning to a
3 channel carrying the video content program, comprising the following steps:

4 determining if a program is interactive compatible, where an interactive
5 compatible program is associated with target resources containing data which
6 supports interactive functionality, the target resources being located by
7 corresponding target specifications; and

8 in an event that the program is interactive compatible, retrieving a target
9 specification associated with the program and dynamically launching an Internet
10 browser to activate the target resource in support of interactive functionality for
11 the program.

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13 62. (previously presented): A computer-implemented method as recited in
14 claim 61, wherein the target specifications are correlated with the program in a
15 program listing, and further comprising the following steps:

16 checking the program listing to ascertain whether the program is interactive
17 compatible; and

18 determining that the program is interactive compatible by presence of a
19 target specification being associated with the program in the program listing.

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21 63. (original): A computer programmed to perform the steps recited in
22 claim 61.

1 64. (previously presented):A computer-implemented method for activating
2 interactive supplemental content for a video content program upon tuning to a
3 channel carrying the video content program, comprising the following steps:

4 determining if a program is interactive compatible by checking a channel
5 separate from said channel carrying the video content program for presence of the
6 supplemental content, where an interactive compatible program is associated with
7 target resources containing data which support interactive functionality in
8 conjunction with the video content program, the target resources being located by
9 corresponding target specifications; and

10 in an event that the program is interactive compatible, retrieving a target
11 specification associated with the program and dynamically launching an Internet
12 browser to activate the target resources in support of interactive functionality for
13 the program.

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15 65. (previously presented):A computer-implemented method for activating
16 interactive supplemental content for a video content program upon tuning to a
17 channel carrying the video content program, comprising the following steps:

18 determining if a program is interactive compatible, where an interactive
19 compatible program is associated with target resources containing data which
20 support interactive functionality in conjunction with the interactive compatible
21 program, the target resources being located by corresponding target specifications;

22 displaying an icon to visually inform the viewer that the program is
23 interactive compatible; and
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1 in an event that the program is interactive compatible, retrieving a target
2 specification associated with the program and launching an Internet browser to
3 activate the target resource in support of interactive functionality for the program.
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5 66. (previously presented): A computer-implemented method for activating
6 interactive supplemental content for a video content program upon tuning to a
7 channel carrying the video content program, comprising the following steps:

8 determining if a program is interactive compatible, where an interactive
9 compatible program is associated with target resources containing data which
10 supports interactive functionality in conjunction with the interactive compatible
11 program, the target resources being located by corresponding target specifications;

12 displaying the interactive supplemental content in response to the viewer
13 activating an icon; and

14 in an event that the program is interactive compatible, retrieving a target
15 specification associated with the program and launching an Internet browser to
16 activate the target resource in support of interactive functionality for the program.
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18 67. (previously presented): A computer-implemented method for activating
19 interactive supplemental content for a video content program upon tuning to a
20 channel carrying the video content program, comprising the following steps:

21 determining if a program is interactive compatible, where an interactive
22 compatible program is associated with target resources containing data which
23 support interactive functionality in conjunction with the interactive compatible
24 program, the target resources being located by corresponding target specifications;
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1 in an event that the program is interactive compatible, retrieving a target
2 specification associated with the program and launching an Internet browser to
3 activate the target resource in support of interactive functionality for the program;
4 and
5 automatically displaying the interactive supplemental content together with
6 the program.

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8 Claims 68-74 (cancelled).
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